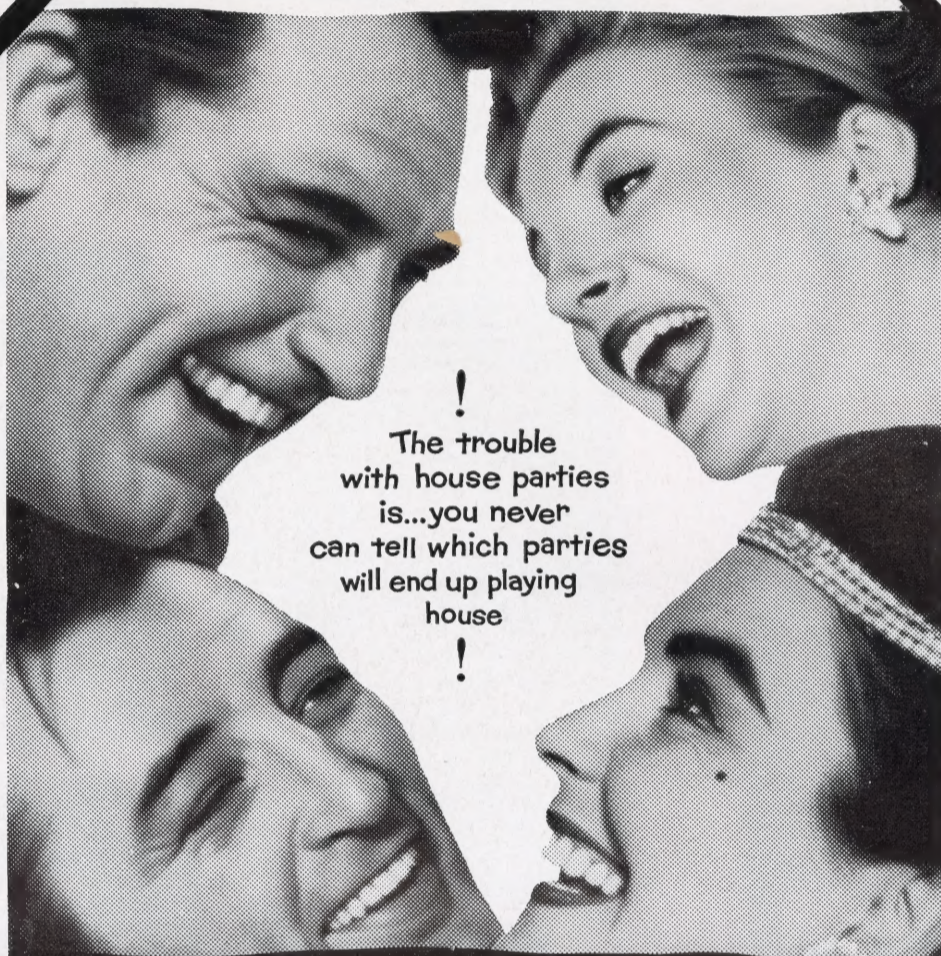




# SHOWMAN'S MANUAL

ever  
see a  
**FOUR-SIDED  
TRIANGLE?**



!  
The trouble  
with house parties  
is...you never  
can tell which parties  
will end up playing  
house  
!

**CARY GRANT · DEBORAH KERR  
ROBERT MITCHUM · JEAN SIMMONS**

**"THE GRASS IS GREENER"**

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN**

Screenplay by **HUGH** and **MARGARET WILLIAMS**  
from their Great London Stage Success

Music and lyrics by **NOEL COWARD**  
from his musical comedy hits!

A GRANDON PRODUCTION  
A UNIVERSAL-INTERNATIONAL RELEASE

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 FOR "THE GRASS  
IS GREENER"  
AT THE NATION'S  
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**CARY GRANT**  
 The screen's most broadminded look at a trusting husband...

**DEBORAH KERR**  
 ...a wife with unconventional ideas about marriage...

**ROBERT MITCHUM**  
 ...a house guest who wants to play house...

**JEAN SIMMONS**  
 ...and the wife's "best friend" with some playful ideas of her own!

**"THE GRASS IS GREENER"**  
 ...PROVES THAT VARIETY IS THE SPICE OF LOVE!

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success / Music and Lyrics by **NOEL COWARD** from his musical comedy hits!

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 ...a wife with unconventional ideas about marriage...

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**CARY GRANT**  
 —believes a man's home is his castle—and that includes the bedroom!

**DEBORAH KERR**  
 —is tempted by the other side of the marital fence!

**ROBERT MITCHUM**  
 —is dedicated to love, liberty and the happiness of pursuit!

**JEAN SIMMONS**  
 —knows that when the cat's away—her "best friend" can play!

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WATCH FOR IT AT YOUR FAVORITE THEATRE!

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"THE GRASS IS GREENER" (2-A)

**TANTALIZING** romantic roles are played by Cary Grant and Deborah Kerr, co-starring with Robert Mitchum and Jean Simmons in "The Grass Is Greener," Technicolor-Technirama comedy produced and directed by Stanley Donen for Universal-International release. (Still No. 1902-X52)

# Movie Audiences Charmed By Sophisticated Sparkle Of "The Grass Is Greener"

(Review)

That certain sophisticated charm, sparkle, enchantment or diamond-studded oomph, comes through clear and strong in "The Grass Is Greener," launched at the Theatre on what portends to be one of the season's most zestful movie engagements.

Fashioned for smart amusement seekers, this new Grandon Production released by Universal-International, x-rays and untangles an explosive marital mix-up, and is about the sprightliest screen vehicle yet chosen for Cary Grant. His co-stars, Deborah Kerr, Robert Mitchum and Jean Simmons, also kindle romantic bonfires during these proceedings.

Producer-director Stanley Donen, noted for such gaily caparisoned hits as "Indiscreet" and "Kiss Them for Me," has gone a step farther in unrestrained treatment of the new subject. Screenplay by Hugh and Margaret Williams was based on their big London stage triumph and apparently nothing in the original has been modified or omitted.

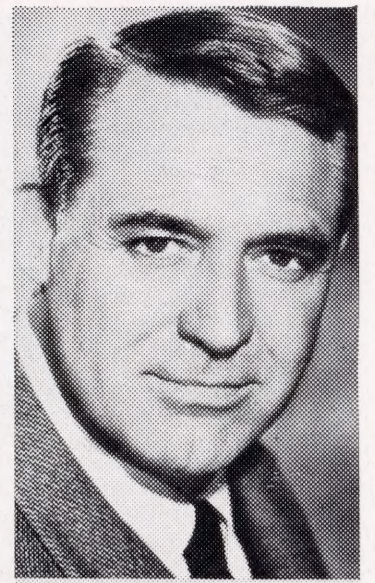
Cary Grant portrays the titled Britisher turned tourist guide on his own ancestral estate. Miss Kerr is his countess wife, and

Mitchum is the wealthy sightseer from Texas who nearly wrecks her marriage. Fourth contestant in "Springtime-fancy" love-game is Jean Simmons, family "friend."

Situation, developed with accent on levity, builds to climactic proportions when Grant and Mitchum duel it out, and although there's no mystery, it's the butler, played by Moray Watson, who solves everyone's problem. To reveal the trick would spoil one of this season's gayest moviegoing adventures.

Add to all this the Technicolor-Technirama background scenery showing Britain's fabulously beautiful countryside, plus an authentic "stately home" and you have a glimpse of the picture. But Mr. Donen gives you more. He tosses in Noel Coward's music for good measure; and feminine fans will be dazzled by the Hardy Amies and Christian Dior wardrobes displayed respectively by the Misses Kerr and Simmons.

Photography by Christopher Challis and Muir Mathieson's contribution as music conductor also merit special compliments. The main titles, incidentally, are fabulously clever.



"THE GRASS IS GREENER" (1-A)

**CARY GRANT**, screen's romantic comedy favorite, co-stars with Deborah Kerr, Robert Mitchum and Jean Simmons in "The Grass Is Greener," produced-directed by Stanley Donen for Universal-International release. (Still No. 1902-3AD)

## THE BILLING

UNIVERSAL-INTERNATIONAL  
Presents

A Grandon Production

CARY GRANT DEBORAH KERR  
ROBERT MITCHUM JEAN SIMMONS

in  
"THE GRASS IS GREENER"

Technicolor and Technirama

Produced and Directed

by

STANLEY DONEN

Screenplay

by

Hugh and Margaret Williams

from their London stage success

Music and Lyrics by

NOEL COWARD

A Universal-International Release

## THE CAST

Victor Rhyall.....CARY GRANT  
Hilary Rhyall.....DEBORAH KERR  
Charles Delacro.....ROBERT MITCHUM  
Hattie.....JEAN SIMMONS  
Sellers.....MORAY WATSON

## THE STAFF

Associate Producer.....JAMES WARE  
Director of Photography.....CHRISTOPHER CHALLIS, B.S.C.  
Unit Production Manager.....RICHARD GOODWIN  
Film Editor.....JAMES CLARKE  
Art Director.....PAUL SHERIFF  
Set Dresser.....VERNON DIXON  
Music Conducted by.....MUIR MATHIESON  
Sound Supervisor.....JOHN COX  
Sound Recordist.....JOHN W. MITCHELL  
Miss Simmons' Clothes by.....CHRISTIAN DIOR  
Miss Kerr's Clothes by.....HARDY AMIES  
Wardrobe Supervisor.....JOHN WILSON-APPERSON  
Make-Up.....JOHN O'GORMAN and ERIC ALLWRIGHT  
Hair Stylist.....GORDON BOND  
Special Consultant on Settings.....FELIX HARBORD  
Assistant Director.....ROY STEVENS

## THE STORY

(Not for Publication)

Lynley Hall, stately home of Victor, Earl of Rhyall (CARY GRANT), and his wife, Countess Hilary (DEBORAH KERR), is one of the English mansions thrown open to tourists. The Rhyalls, with the aid of their efficient butler Sellers (MORAY WATSON) accept the invasion of the curious as a profitable nuisance.

One of the sightseers, American oil millionaire Charles Delacro (ROBERT MITCHUM), invades the private part of the mansion and meets Hilary. He falls in love with her immediately and tries to persuade her to come to London to see him. Victor senses the situation and tries to handle it delicately, even inviting Charles to remain for tea. Hilary persuades the American to leave but not before he has learned that she goes to London occasionally to the hairdresser.

Hilary cannot forget Charles and finally goes to the hairdresser, arranging to stay with Hattie Durrant (JEAN SIMMONS), a madcap friend who was once in love with Victor. Charles, meanwhile, learns of Hilary's appointment and is waiting for her when she leaves the salon. He talks her into an evening of gaiety. Spring is in the air—Spring is everywhere, so is romance, and Hilary's day in London is indefinitely prolonged.

Just before dawn one morning, Hilary returns to Hattie's flat, wearing a magnificent mink coat. Hattie goes to Lynley Hall and tells Victor about Hilary and Charles. She is amazed when Victor calls Charles in London and invites him to come down to Lynley—adding that Hilary is in London and asking Charles to drive her home.

Hilary arrives with a battered suitcase which she says she got with a cloakroom check she found on the street. She privately admits to Hattie that the mink coat is in the suitcase and she hopes to get to keep it by this time-worn stratagem.

Victor maneuvers Charles into a duel to determine who gets Hilary. Victor misses with his shot but is hit in the shoulder. Hilary, administering to Victor, realizes anew the depths of his love for her. He suggests that she go off with Charles for a three month trial period before making a decision, but she has already made up her mind.

But Charles forces Sellers to admit that Charles' shot had gone wide and the butler, shooting from the hip, had winged Victor as the Earl had planned.

Hattie makes a play for the mink coat and for Charles, and they depart together, leaving Victor and Hilary to start their life anew.

## New Comedy Smash Is 3-Time Winner For Stanley Donen

(Advance)

The third time, according to legend, is the charm. Which means that producer-director Stanley Donen's "The Grass Is Greener" should be an all time screen charmer. The happy third time combination crops up no less than five times in the new Technicolor-Technirama comedy success due at the Theatre.

"The Grass Is Greener," which Donen made under the Grandon Productions banner for Universal-International release, stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons. It marks the third association of Grant and Donen (from whose names the corporate title Grandon Productions is taken), an association that previously embraced "Kiss Them for Me" and "Indiscreet."

Hollywood observers also note that picture marks the third time Grant has appeared with Miss Kerr, the third time Miss Kerr has appeared with Mitchum and the third time she has co-starred with Jean Simmons and the third time for Miss Simmons and Mitchum. Miss Kerr and Mitchum, in fact, began work on "The Grass Is Greener" only two weeks after they had finished their second film together, "The Sundowners."

This lucky combination, Donen explains, was not the result of any superstition. "It's just that these four stars represent an ideal combination," he points out. "In 'The Grass Is Greener' they all work together in variations of the third time around."

Hugh and Margaret Williams wrote the new comedy screenplay which is adapted from their great London stage hit.

## Anglo-Yanks Play Rubberneck Roles

(Current)

A new type of talent hunt was launched for extras in key scenes of "The Grass Is Greener." The rollicking comedy, now at the Theatre, and based on a London stage hit, stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons in Technicolor-Technirama for Universal-International release.

Film locale is one of Britain's "stately homes" recently opened to the public and in several scenes, large crowds of sightseers are seen. Since the majority of visitors at the stately homes are Americans, producer-director Stanley Donen engaged many "American types" among the British extras.



"THE GRASS IS GREENER" (2-B)

**FABULOUS FOURSOME** Cary Grant (L), Deborah Kerr, Robert Mitchum and Jean Simmons, co-star in "The Grass Is Greener," marital comedy hit produced-directed in Technicolor-Technirama by Stanley Donen for Universal-International release. (Still No. 1902-X79)

## Irate Theatre Man Raps Naughty-Nice Press Blurb For 'The Grass Is Greener'

(Advance)

Protests from volunteer censors who object to certain film scenes have come to be routine in picture making, but producer-director Stanley Donen ran into a new version in connection with his "The Grass Is Greener," Universal-International release, which stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons. The new comedy, filmed in England, arrives at the Theatre.

During production Donen found himself in the middle of a censorship dispute after the London Daily Express had devoted a half-page to a picture of Deborah Kerr in a bath tub, with Grant bending down to talk to her. Accompanying it was a smaller still, taken from a different angle, showing Miss Kerr was wearing a bathing suit during the shooting.

The spread promptly brought a bitter howl from an Edinburgh exhibitor. The public, he thundered, in letters to British trade papers, wants to be thrilled, not disillusioned—so what right has any film company to reveal that an actress does not, in fact, actually shoot such scenes in the nude?

Filmed in the fabulous new Technicolor-Technirama process, "The Grass Is Greener" was scenarized by Hugh and Margaret Williams.



"THE GRASS IS GREENER" (1-B)

**DEBORAH KERR** and Robert Mitchum are co-starred with Cary Grant and Jean Simmons in "The Grass Is Greener," new comedy produced-directed by Stanley Donen for Universal-International release. (Still No. 1902-X6)



"THE GRASS IS GREENER" (1-C)

**DEBORAH KERR** has Cary Grant, Robert Mitchum and Jean Simmons co-starring in "The Grass Is Greener," Universal-International comedy release produced and directed by Stanley Donen. (Still No. 1902-11AD)

## World Famous Hotel Gets Screen 'Break'

(Current)

The sedate precincts of London's Savoy Hotel, one of the world's best known hostels, were re-created for a film for the first time for producer-director Stanley Donen's Grandon Production, "The Grass Is Greener," now playing at the..... Theatre. Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons star in the sparkling Universal-International release.

Donen obtained special permission from the Savoy management to duplicate the main lobby and a suite of rooms for key scenes in the Technicolor-Technirama comedy and they were rebuilt in exact detail by art director Paul Sheriff.

As part of the arrangement, the Savoy furnished spare uniforms for extras portraying porters, bell-boys and commissioners and an assistant manager was detailed to make sure the actors conducted themselves in a manner befitting Savoy personnel.



"THE GRASS IS GREENER" (1-G)

**ROBERT MITCHUM**, co-starring with Cary Grant, Deborah Kerr and Jean Simmons in "The Grass Is Greener," Universal-International comedy release produced and directed by Stanley Donen. (Still No. 1902-X452)

## English Mansion Has Role In Yankee Film

(Current)

Producer-director Stanley Donen took over one of England's most famous stately homes, Osterley Park Manor, for location on Grandon Productions' "The Grass Is Greener" for Universal-International release. Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons star in the Technirama-Technicolor comedy now at the..... Theatre.

Osterley Park Manor is one of 500 mansions which have been opened to the public throughout England as tourist attractions in circumstances duplicating the story line of "The Grass Is Greener." It is now owned by the British government.

Shot in Technicolor-Technirama "The Grass Is Greener" is based on the London stage success by Hugh and Margaret Williams.

# Cary Grant's Screen Career Is Astonishing Mixture Of Romance, Comedy, Dramatics

(Current)

The history of entertainment is studded with the names of comedians who wanted to do tragedy and tragedians who wanted to make people laugh. But, says Cary Grant with considerable emphasis, "You'll never find me picking one over the other. It's the character itself that is important."

Grant, acknowledged to be the screen's master of light comedy, has actually alternated between comedy and drama in a career spanning more than 50 top films. His own career, he feels, is the best illustration that "typing" an actor as either a comedian or a "heavy" performer is a mistake.

"I'm often asked," he declared recently, "whether I prefer doing comedy roles or dramatic roles. The truth is, I prefer either. I've done all kinds of parts, both on stage and in films, including some that, in retrospect, were tragedies. But I've never agreed to do anything simply because it was or was not a comedy. To me, the important thing is the credibility of the character."

Grant's latest picture, "The Grass Is Greener," now at the..... Theatre, is, he believes, a case in point. It's a comedy, in which Grant co-stars with Deborah Kerr, Robert Mitchum and Jean Simmons, about an English earl who opens his home to tourists and then discovers that his wife has fallen in love with one of the visitors.

"Obviously," Grant pointed out, "despite the amusing approach, there's an undercurrent of seriousness. There has to be tenderness and warmth in a story of this kind—but most important, the earl has to be believable, in both the comedic and the serious mo-

ments, or the entire situation falls apart."

In "The Grass Is Greener," which was produced in Technicolor-Technirama and directed by Stanley Donen for Universal-International release, Grant's character as the earl has to resort to some effective tricks in order to win back his countess. Some of his actions, Grant admits, involve situations which are, at least, slightly controversial.



"THE GRASS IS GREENER" (1-D)

**CARY GRANT** and Deborah Kerr co-star with Robert Mitchum and Jean Simmons in Universal-International's comedy release, "The Grass Is Greener," produced and directed by Stanley Donen. (Still No. 1902-X61)

## New London Taxicab Makes Screen Debut

(Current)

The modern version of London's famous taxicab makes its film debut in "The Grass Is Greener," now playing at the..... Theatre. Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons star in the Universal-International release.

The new taxicabs are streamlined copies of the familiar top-heavy London vehicles. Chief change is the addition of a front door in the front opposite the driver's side which, in the old cab, was an open space for luggage.

One of the new cabs was hired by producer-director Stanley Donen for a scene showing Deborah Kerr's arrival at a London mews flat.

Marital crisis, story theme, is seasoned with nightlife spice and climaxed by duel between Grant and Mitchum all played against authentic English "stately home" background accompanied by Noel Coward's music.

A Grandon production, "The Grass Is Greener" was based on the London stage hit by Hugh and Margaret Williams and is filmed in Technicolor-Technirama.



"THE GRASS IS GREENER" (2-D)

**DEBORAH KERR AND ROBERT MITCHUM** add ticklish romantic twist to "The Grass Is Greener," in which they co-star with Cary Grant and Jean Simmons united by producer-director Stanley Donen for this sparkling Universal-International release. (Still No. 1902-16)



"THE GRASS IS GREENER" (2-C)

**ENCHANTING** marital tangle poses problem for Deborah Kerr (L) and Jean Simmons, co-starring with Cary Grant and Robert Mitchum in "The Grass Is Greener," Technicolor-Technirama comedy success produced and directed by Stanley Donen for Universal-International release. (Still No. 1902-R332)

## Jean Simmons Forsakes Doll Frocks For Sleek Gowns In Worldly 'Grass Is Greener'

(Current)

The old saying that clothes make a man should be changed to read "woman," according to Jean Simmons.

"At any rate," she reported, "they've made me—or at least made me over."

The clothes in question are the extravagant gowns designed for her in Stanley Donen's "The Grass Is Greener" in which she co-stars with Cary Grant, Deborah Kerr and Robert Mitchum. In the Technirama-Technicolor comedy now at the..... Theatre, she plays an ultra-sophisticated British socialite, a drastic switch from her usual "sweet young thing" characterizations.

"I've never worn clothes like this, not even in real life," she enthused. "But from now on..."

The gowns, in rich hues and tomorrow's styling, fit aptly into her role as a society madcap who helps square the triangle that develops when Mitchum, as an American oil millionaire, visits the stately mansion owned by Grant and Miss Kerr and falls in love with the lady of the manor. Blush-provoking screenplay by Hugh and Margaret Williams was based on their great London stage success.

"Clothes definitely do something for a girl," Jean reflected. "I've never felt like this before."

"I've often read interviews in magazines where film stars say they aren't interested in fashions and prefer to lounge around in jeans and an old sweater. And I must admit I was always the biggest offender, although I had the excuse of living on a ranch and I like to be as comfortable as possible."

"But all that's changed now."

"I've got a new hat in the wardrobe for 'The Grass Is Greener' that certainly gives me a lift. It looks like the hat worn by Queen Nefertiti of Egypt and it's the maddest thing I've ever seen."

"It gives me a lift in more ways than one, actually. The hats are so tall that the only way you can wear them properly is to stand ab-

solutely erect with your shoulders back. It's the first time I've ever heard of a hat correcting someone's posture—and mine, I must admit, needed correcting!"



"THE GRASS IS GREENER" (1-E)

**JEAN SIMMONS** is co-starring with Cary Grant, Robert Mitchum and Deborah Kerr in producer-director Stanley Donen's new comedy, "The Grass Is Greener," a Universal-International release. (Still No. 1902-P43)

## Moviemaker Thinks They Still Fight Duels In England

(Current)

Duelling has been outlawed in England for more than 200 years, but the practice may not have stopped, producer-director Stanley Donen discovered during filming of his Technicolor-Technirama comedy "The Grass Is Greener." The Universal-International release, which stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons, is currently at the..... Theatre.

One comedy sequence involves a duel between Grant and Mitchum and Donen advertised in the staid London Times for "technical advisors." As a gag, he demanded "no theorists, only persons with practical experience."

To his amazement, 11 of the first 16 answers claimed to have had duelling experience, citing times and places. Three even included photographs of the event.

"Perhaps," Donen observed, "people know these duels go on, but they don't report them to the police."

"The Grass Is Greener," a Grandon production, was scripted by Hugh and Margaret Williams and is based on their famous London stage success.

# Deborah Kerr Rejects Film Producing Job, Says She'd Rather Stick With Acting

(Current)

Deborah Kerr is recommending a new respect for some of those old copy-book maxims.

"Not that people should start living according to clichés," she said. "But some of the maxims have a realistic point to make."

The subject came up during production of "The Grass Is Greener," currently at the Theatre, and in which she co-stars with Cary Grant, Robert Mitchum and Jean Simmons for Universal-International release. Miss Kerr was trying to explain, "for the umpteenth time," as she put it, why she has no intention of becoming a producer.

"This all started," she explained, "when someone found out I wanted to make Somerset Maugham's 'Cakes and Ale.' The next thing I knew, I was being 'quoted' as saying I was going to form my own independent production company and star in 'Cakes and Ale' myself."

Being erroneously quoted is not a new experience for movie stars. In this case, however, the story was upsetting because it cut across a fundamental principle.

"I don't believe in most of those copy-book things," Deborah explained, "but there's one I really adhere to. That's the one about the shoemaker sticking to his last. To me, that makes good sense."

"I'm an actress. I want to act. I don't think I should also try to be a producer, or a writer, or anything else in the movie business. I think I should stick to acting."

However, she pointed out, this doesn't necessarily mean that she wouldn't like to have her own production company, as many stars now do because of the possible tax savings. But such a company, she insisted, would have Deborah Kerr on the payroll as an actress, not as a producer.

"If I do have my own company," she declared, "I'll hire a producer who knows his business and let him run it. I think actors and actresses should stick to acting. It's what they know and what they do best. I don't know anything about producing and I'm not sure I want to learn—at least, not yet."

"The Grass Is Greener" was brought to the screen by producer-director Stanley Donen. The Technicolor-Technirama comedy is based on the London stage success of the same title and was scenarized by playwrights Hugh and Margaret Williams. Music in the production is by Noel Coward.

## Technirama Camera Goes Railroad

(Current)

A Technirama camera was mounted on a railroad locomotive for the first time for a key scene in producer-director Stanley Donen's "The Grass Is Greener." The Universal-International release starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons is now at the Theatre.

Bulky photo equipment was lashed to the locomotive and pointed to the rear of the train by Donen to show the receding station as the train pulled away and emphasize the loneliness of Grant, alone on the platform.

First use of the remarkable camera for this type of shot was followed by Donen's use of same apparatus on a specially constructed boat for fishing scenes with Grant and Mitchum.

"The Grass Is Greener," a Grandon production, is Technicolor film version of the great London stage success by Hugh and Margaret Williams who also collaborated on screenplay.



"THE GRASS IS GREENER" (1-H)

DEBORAH KERR shines brightly in co-starring role with Cary Grant, Robert Mitchum and Jean Simmons in "The Grass Is Greener," Universal-International comedy release produced and directed by Stanley Donen.

(Still No. 1902-R363)



"THE GRASS IS GREENER" (2-E)

MEMORABLE moment in "The Grass Is Greener" features Cary Grant and Deborah Kerr, co-starring with Robert Mitchum and Jean Simmons in new comedy sensation produced and directed in Technicolor-Technirama for Universal-International release.

(Still No. 1902-R859)

## Robert Mitchum Is Known Backstage As Hollywood's Modest Hardboiled Softie

(Advance)

"Man," said Robert Mitchum with feeling, "the only thing I really care about is if I've got enough cash in my pocket for a drink or a pack of cigarettes. Am I wealthy? Well, if I've got enough dough on me for that, I guess I'm wealthy."

The sleepy-eyed he-man of the movies made that observation during production of the new comedy, "The Grass Is Greener" which comes to the Theatre. Mitchum, who co-stars with Cary Grant, Deborah Kerr and Jean Simmons for Universal-International release, was obviously bored with the subject of finances. Money is something he doesn't think about; in fact, Mitchum's whole relaxed philosophy of life is not to get overly concerned about anything.

The legend has been created, for example, that he's a violent, monosyllabic personality. Nothing could be further from the truth.

"Me, violent?" he drawled in surprise. "I hate violence. I'm a placid guy. I wouldn't hurt a fly. Ask my wife, she ought to know."

The legend, apparently, has its foundation in the fact that Mitchum has lived a life that has been spectacular, and punctuated by troubles of various kinds, since he ran away from school at the age of 16. It has been a rugged life—and from it Mitchum has evolved a philosophy of doing what he wants, when he wants to do it, as long as he isn't hurting anyone else in the process. Newspapermen, accustomed to having film stars put their best face forward, have frequently been surprised by Mitchum's "take me as you find me" attitude.

This doesn't mean that Mitchum regards himself as that ephemeral being commonly called a movie star. His success is still something of a surprise to him, but he doesn't attempt to analyze it.

## Experts Cited For 'Grass Is Greener'

(Current)

For the first time in film history, the list of technical advisers on a feature is longer than the list of players. The film, now at the Theatre, is producer-director Stanley Donen's Technicolor-Technirama "The Grass Is Greener," starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons for Universal-International release.

In addition to the four stars, only featured player Moray Watson receives any screen credit in "The Grass Is Greener." There are, however, a total of six listed technical advisers.

To insure the authenticity of various sequences, Donen hired advisers on mushroom growing, trout fishing, duelling, railroading, operating tourist attractions and on hotel procedure.

Screenplay for the new film, a Grandon production, was written by Hugh and Margaret Williams who made adaptation from their great London stage success. Background music is by Noel Coward.

## New Screen Comedy Made Enchanting By Noel Coward Music

(Current)

Some of the most light-hearted and popular music of the last 30 years comes flooding back into memory as a result of a novel experiment by producer-director Stanley Donen for his new Technicolor-Technirama comedy "The Grass Is Greener."

Instead of following the normal procedure and hiring a composer to create a new musical score for the sparkling comedy which stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons now at the Theatre, Donen elected to revive much of the gay music of Noel Coward.

"It just seemed like the perfect combination," Donen reports.

"The Grass Is Greener," a Grandon Production for Universal-International release, is a funny story of life among England's landed gentry—specifically what happens when one of England's famous stately homes is opened to the public as a tourist attraction. One of Coward's most popular novelty tunes, "Stately Homes of England," actually tells the background of the story.

"Actually," Donen says, "we used eight of Noel's old songs and he wrote one new theme that runs through the picture. When I went over the list of numbers that he submitted as his original suggestions, I was amused. It was as if the original play by Hugh and Margaret Williams had been written as a projected musical using the Coward melodies."

In addition to "Stately Homes," the Coward music heard in "The Grass Is Greener" includes such evergreens as "I'll Follow My Secret Heart," "Mad About the Boy," "The Party's Over Now" and "Mad Dogs and Englishmen." Others are "Sigh No More," "Poor Little Rich Girl" and "Room With a View."

Produced and directed by Stanley Donen, "The Grass Is Greener" brings Mitchum as a romantic, easy-going Texas oil millionaire. Hugh and Margaret Williams wrote the screenplay, an adaptation of their London stage success. Picture, a Grandon Production, is filmed in Technicolor-Technirama.



"THE GRASS IS GREENER" (2-F)

CARY GRANT AND JEAN SIMMONS furnish provocative situations in "The Grass Is Greener" Universal-International comedy release co-starring Deborah Kerr and Robert Mitchum directed and produced by Stanley Donen in Technicolor-Technirama.

(Still No. 1902-44)

## Why Moviegoers Want Top Star Talent Explained By Hollywood's Stanley Donen

(Current)

"Shakespeare is often quoted," producer-director Stanley Donen contends, "but he never took his own advice—at least, not in the way that advice generally is interpreted nowadays."

Donen's observations were touched off by the latest in a recurrent series of contentions from various sources that "the play's the thing" and that Hollywood should concentrate more on screenplays than on screen players. Donen, whose latest comedy "The Grass Is Greener," now at the Theatre, boasts no less than four top stars—Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons—takes strong exception.

"It's all very well to say 'the play's the thing,'" he comments. "It's a basic theory that no one will really disagree with because it's axiomatic that if you haven't got a good story to start with, you

might as well not make the picture. But it's absolute nonsense to believe that the drawing power of certain top stars isn't mighty important in figuring your chances on any given picture."

Movies, Donen noted, have existed for years on the strength of star names.

His Grandon production "The Grass Is Greener," a Technicolor-Technirama comedy being released by Universal-International, is cited by Donen as a case in point.

"It's a comedy dealing with what happens when an English stately home is opened to the public and an American tourist falls in love with the lady of the house."

"Theoretically, we could have filmed it with just about anyone. But look how much funnier it is when the main characters are people like Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons."

# VARIETY IS THE SPICE OF LOVE !!!

**CARY  
GRANT**



The screen's most broadminded look at a trusting husband.



**DEBORAH  
KERR**



...a wife with unconventional ideas about marriage...



**ROBERT  
MITCHUM**



...a house guest who wants to play house..



**JEAN  
SIMMONS**



...and the wife's "best friend" with some playful ideas of her own!



## "THE GRASS IS GREENER"

Produced and Directed by  
**STANLEY DONEN**

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE **TECHNICOLOR® TECHNIRAMA®**

Music and lyrics by  
**NOEL COWARD**  
from his musical comedy hits!

T H E A T R E

MAT No. 502

Ad Mat No. 502—1000 Lines—5 Col. x 14"

Above ad also available in 2 colors—green and black. Please order the 2 color mats as Ad Mat No. 501 direct from Advertising Dept., Universal Pictures Co. Inc., 445 Park Ave., New York City. All other mats should be ordered from your National Screen Branch.

VARIETY IS THE SPICE OF LOVE!



"IF YOU DON'T MIND...  
I'D LIKE TO BORROW  
BACK MY  
WIFE!"

"That's the  
trouble with  
house parties...  
you never  
can tell which  
parties will  
end up  
playing house!"



**CARY GRANT • DEBORAH KERR**  
**ROBERT MITCHUM • JEAN SIMMONS**

in  
**'THE GRASS  
IS GREENER'**

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by  
**STANLEY DONEN**

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

Music and Lyrics by  
**NOEL COWARD**  
from his musical comedy hits!

T H E A T R E

MAT No. 405

Ad Mat No. 405—600 Lines—4 Col. x 10<sup>3</sup>/<sub>4</sub>"  
Also Available as Ad Mat No. 306—330 Lines—3 Col. x 8"

*The trouble with house parties... is you never can tell which parties will end up playing house!*



**CARY  
GRANT**

...believes a man's home is his castle...and that includes the bedroom!

**DEBORAH  
KERR**

...is tempted by the other side of the marital fence!

**ROBERT  
MITCHUM**

...is dedicated to love, liberty and the happiness of pursuit!

**JEAN  
SIMMONS**

...knows that when the cat's away — her "best friend" will play!

# THE GRASS IS GREENER

*PROVES THAT VARIETY IS THE SPICE OF LOVE!!!*

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by  
**STANLEY DONEN**

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

Music and lyrics by  
**NOEL COWARD**  
from his musical comedy hits!

MAT No. 406

Ad Mat No. 406—600 Lines—4 Col. x 10¾"



# VARIETY IS THE SPICE OF LOVE!

*The trouble with house parties is...you never can tell which parties will end up playing house!*



**CARY  
GRANT**

**DEBORAH  
KERR**

**ROBERT  
MITCHUM**

**JEAN  
SIMMONS**



**"THE GRASS IS GREENER"**

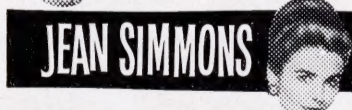
TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH** and **MARGARET WILLIAMS** from their Great London Stage Success / Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

Ad Mat No. 404—450 Lines—4 Col. x 8"

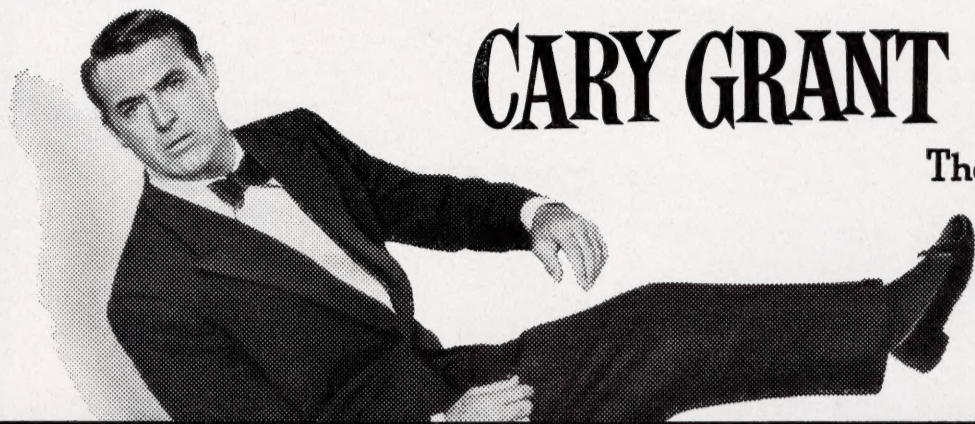
MAT No. 404

**VARIETY IS THE  
SPICE OF LOVE!!!**



MAT No. 103

Ad Mat No. 103  
50 Lines—1 Col. x 3 3/4"



# CARY GRANT

The screen's most  
broadminded  
look at a  
trusting  
husband...



# DEBORAH KERR

...a wife with  
unconventional  
ideas about marriage...



# ROBERT MITCHUM

...a house  
guest who  
wants to  
play  
house...



# JEAN SIMMONS

...and the wife's  
"best friend" with  
some playful ideas  
of her own!

## "THE GRASS IS GREENER"

...PROVES THAT VARIETY IS THE SPICE

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their C  
A GRANDON PRODUCTION A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R

Ad Mat No. 401—650 Lines—

01

# VARIETY IS THE SPICE OF LOVE!

*The trouble with house parties is... you never can tell which parties will end up playing house!*



**CARY GRANT**

...believes a man's home is his castle...and that includes the bedroom! ♡

**DEBORAH KERR**

...is tempted by the other side of the marital fence! ♡

**ROBERT MITCHUM**

...is dedicated to love, liberty and the happiness of pursuit! ♡

**JEAN SIMMONS**

...knows that when the cat's away—her "best friend" will play!



**"THE GRASS IS GREENER"**

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success - Music and lyrics by **NOEL COWARD** from his musical comedy hits!

A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 403

Ad Mat No. 403—550 Lines—4 Col. x 10"



A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

MAT No. 101

Ad Mat No. 101  
28 Lines—1 Col. x 1"  
1 Col. x 1"—14 Lines



A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

MAT No. 201A

Ad Mat No. 201A—28 Lines—2 Col. x 1"

VARIETY IS THE SPICE OF LOVE !!!

CARY GRANT



The screen's most broadminded look at a trusting husband...



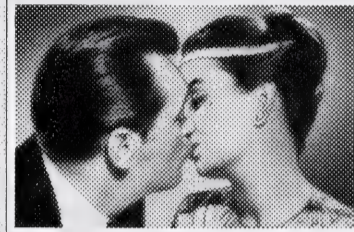
DEBORAH KERR



...a wife with unconventional ideas about marriage...



ROBERT MITCHUM



...a house guest who wants to play house...



JEAN SIMMONS



...and the wife's "best friend" with some playful ideas of her own!



"THE GRASS IS GREENER"

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success / Music and lyrics by **NOEL COWARD** from his musical comedy hits!

T H E A T R E

MAT No. 303

Ad Mat No. 303—330 Lines—3 Col. x 8"



ever hear of a FOUR-SIDED TRIANGLE ?

CARY GRANT \* DEBORAH KERR  
ROBERT MITCHUM \* JEAN SIMMONS

"THE GRASS IS GREENER"

...PROVES THAT VARIETY IS THE SPICE OF LOVE!

TECHNICOLOR® TECHNIRAMA®

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A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 207

Ad Mat No. 207—220 Lines—2 Col. x 8"

VARIETY IS THE SPICE OF LOVE !!!



CARY GRANT  
DEBORAH KERR  
ROBERT MITCHUM  
JEAN SIMMONS

"THE GRASS IS GREENER"

TECHNICOLOR® TECHNIRAMA®



A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 104

Ad Mat No. 104  
85 Lines—1 Col. x 6"



# CARY GRANT

The screen's most broadminded look at a trusting husband...



# DEBORAH KERR

...a wife with unconventional ideas about marriage...



...a house guest who wants to play house...

# ROBERT MITCHUM



...and the wife's "best friend" with some playful ideas of her own!

# JEAN SIMMONS

## "THE GRASS IS GREENER"

...PROVES THAT VARIETY IS THE SPICE OF LOVE!

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success / Music and Lyrics by **NOEL COWARD** from his musical comedy hits!

THEATRE

MAT No. 301

Ad Mat No. 301—360 Lines—3 Col. x 8 1/2"



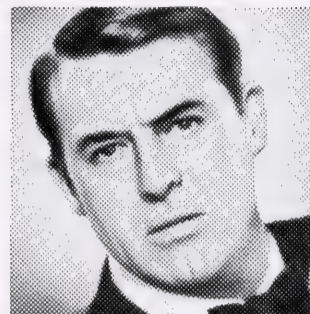
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

MAT No. 202

Ad Mat. No. 202—60 Lines—2 Col. x 2"

## VARIETY IS THE SPICE OF LOVE!

# CARY GRANT



believes a man's home is his castle — and that includes the bedroom!

# DEBORAH KERR



is tempted by the other side of the marital fence!

# ROBERT MITCHUM



is dedicated to love, liberty and the happiness of pursuit!

# JEAN SIMMONS



knows that when the cat's away — her "best friend" can play!

## "THE GRASS IS GREENER"

TECHNICOLOR™ TECHNIRAMA™

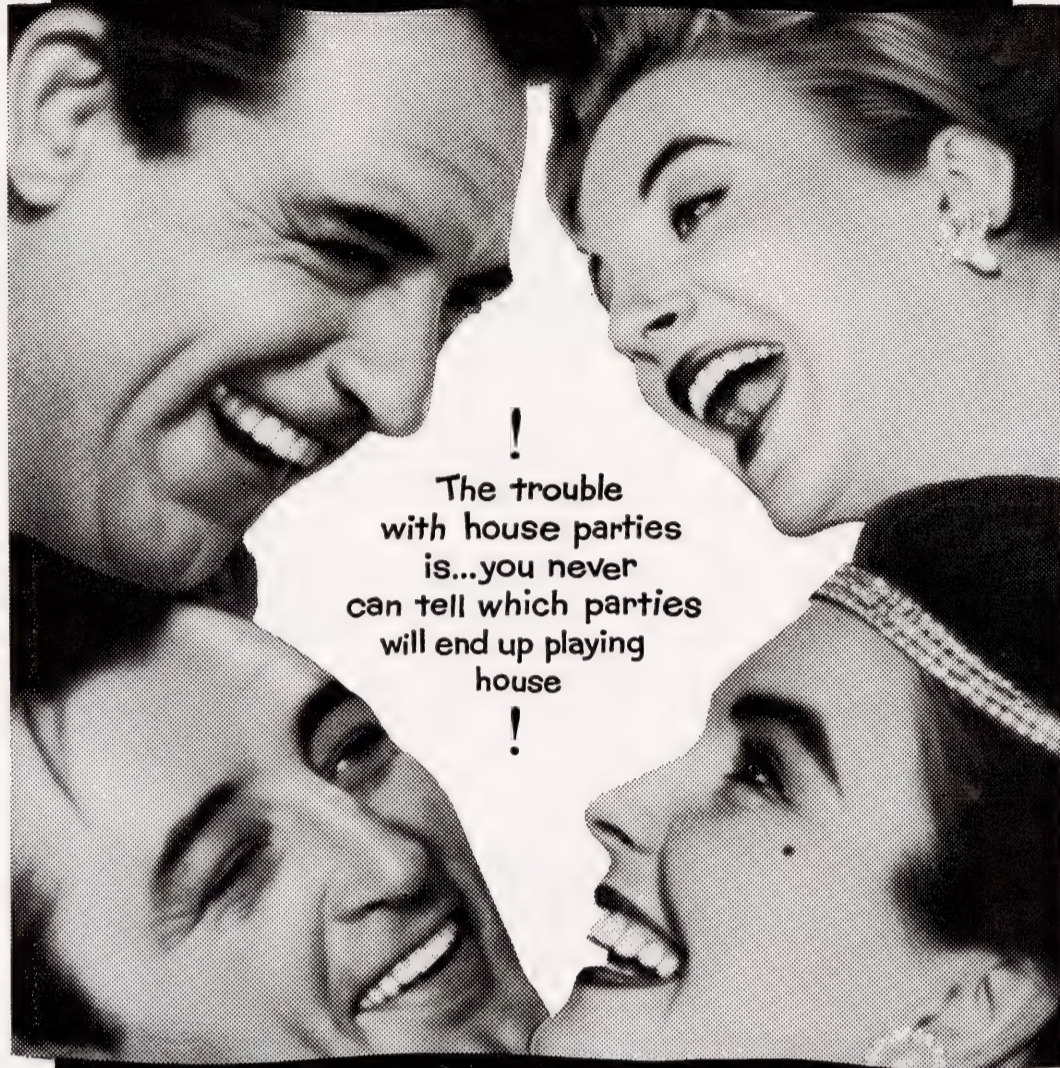
Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success / Music and Lyrics by **NOEL COWARD** from his musical comedy hits! A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

THEATRE

MAT No. 208

Ad Mat No. 208—350 Lines—2 Col. x 12 1/2"

Did you ever hear of  
A FOUR-SIDED TRIANGLE?



!  
The trouble  
with house parties  
is...you never  
can tell which parties  
will end up playing  
house  
!

CARY GRANT · DEBORAH KERR  
ROBERT MITCHUM · JEAN SIMMONS

“THE GRASS IS GREENER”

TECHNICOLOR® TECHIRAMA®

Produced and Directed by  
**STANLEY DONEN**

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
A GRANDON PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE

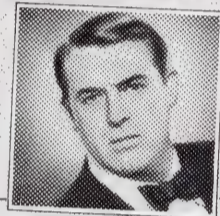
Music and lyrics by  
**NOEL COWARD**  
from his musical comedy hits!

T H E A T R E

MAT No. 302

Ad Mat No. 302—400 Lines—3 Col. x 9 1/2"

VARIETY IS THE  
SPICE OF LOVE !!!



CARY GRANT  
DEBORAH KERR  
ROBERT MITCHUM  
JEAN SIMMONS

“THE GRASS IS  
GREENER”

TECHNICOLOR® TECHIRAMA®

Produced and Directed by  
**STANLEY DONEN** / screenplay by HUGH and MARGARET WILLIAMS  
from their Great London Stage Success  
Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 105

Ad Mat No. 105  
125 Lines—1 Col. x 9"



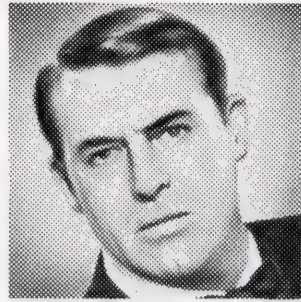
MAT No. 201

Ad Mat No. 201—28 Lines—2 Col. x 1"

**A FOUR-SIDED TRIANGLE THAT PROVES  
VARIETY IS THE SPICE OF LOVE!**

**CARY  
GRANT**

believes a man's home  
is his castle—and that  
includes the bedroom!



**DEBORAH  
KERR**

is tempted by the  
other side of the  
marital fence!



**ROBERT  
MITCHUM**

is dedicated to love,  
liberty and the  
happiness of pursuit!



**JEAN  
SIMMONS**

knows that when the  
cat's away—her  
"best friend" can play!



**"THE GRASS IS GREENER"**

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by  
**STANLEY DONEN**

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 304

Ad Mat No. 304—450 Lines—3 Col. x 11"

**Did you ever hear of  
A FOUR-SIDED TRIANGLE?**

**CARY  
GRANT**

— believes a man's  
home is his castle—and that includes the bedroom!



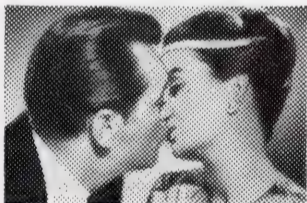
**DEBORAH  
KERR**

— is tempted by  
the other side of the marital fence!



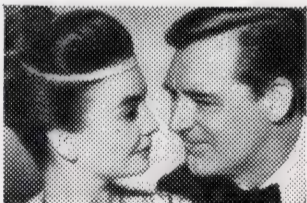
**ROBERT  
MITCHUM**

— is dedicated to  
love, liberty and the happiness of pursuit!



**JEAN  
SIMMONS**

— knows that when  
the cat's away—her "best friend" can play!



**"THE GRASS IS GREENER"**

... PROVES THAT VARIETY IS THE SPICE OF LOVE!

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success  
Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 210

Ad Mat No. 210—250 Lines—2 Col. x 8 3/4"

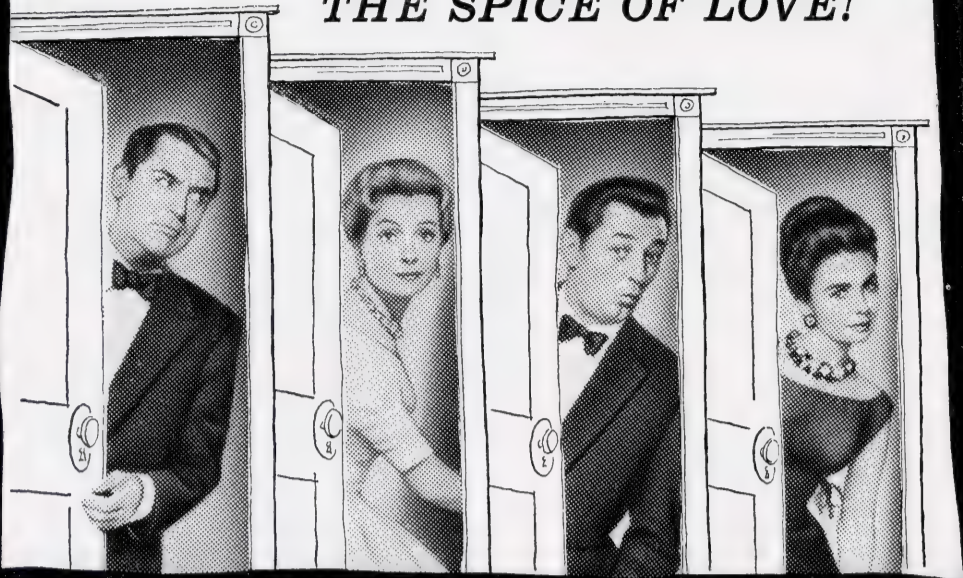
**CARY GRANT  
DEBORAH KERR  
ROBERT MITCHUM  
JEAN SIMMONS**

**"THE  
GRASS IS  
GREENER"**  
TECHNICOLOR®  
TECHNIRAMA®

A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE  
MAT No. 101A

Ad Mat No. 101A  
14 Lines—1 Col. x 11"

**A FOUR-SIDED TRIANGLE**  
that proves **VARIETY IS**  
**THE SPICE OF LOVE!**



**CARY GRANT**

...the trusting husband!...

**DEBORAH KERR**

...the restless wife!...

**ROBERT MITCHUM**

...the impatient rival!...

**JEAN SIMMONS**

...the "innocent" bystander?

KEEP OFF

**'THE GRASS IS GREENER'**

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH** and **MARGARET WILLIAMS** from their Great London Stage Success - Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION - A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 305

Ad Mat No. 305—315 Lines—3 Col. x 7 1/2"

Did you ever hear of  
**A FOUR-SIDED TRIANGLE?**

**CARY GRANT**



-thinks a wife's hobbies should be encouraged ... except when they're rich and handsome!



**DEBORAH KERR**



-feels a husband should be protected from annoyances ... especially when they're young and eager!



**ROBERT MITCHUM**



-insists a millionaire has the same rights as anybody ... even though she's wed to somebody else!



**JEAN SIMMONS**



-knows a divorcee has to choose her friends carefully ... when their wives are out visiting!



**"THE GRASS IS GREENER"**  
TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH** and **MARGARET WILLIAMS** from their Great London Stage Success - Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION - A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 209

Ad Mat No. 209—260 Lines—2 Col. x 9 1/4"

The trouble with house parties is  
... you never can tell which parties  
will end up playing house!



**CARY GRANT**  
...the trusting husband!

**DEBORAH KERR**  
...the restless wife!

**ROBERT MITCHUM**  
...the impatient rival!

**JEAN SIMMONS**  
...the "innocent" bystander?

**"THE GRASS IS GREENER"**  
...PROVES THAT VARIETY IS THE SPICE OF LOVE!

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH** and **MARGARET WILLIAMS** from their Great London Stage Success - Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION - A UNIVERSAL-INTERNATIONAL RELEASE

T H E A T R E

MAT No. 204

Ad Mat No. 204—180 Lines—2 Col. x 6 1/2"



# VARIETY IS THE SPICE OF LOVE !!!

**CARY  
GRANT**



The screen's  
most broadminded  
look at a  
trusting husband...



**DEBORAH  
KERR**



...a wife with  
unconventional  
ideas about  
marriage...



**ROBERT  
MITCHUM**



...a house  
guest who  
wants to  
play house...



**JEAN  
SIMMONS**



...and the wife's  
"best friend"  
with some playful  
ideas of her own!



## "THE GRASS IS GREENER"

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**STANLEY DONEN**

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A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE **TECHNICOLOR® TECHNIRAMA®**

Music and lyrics by  
**NOEL COWARD**  
from his musical comedy hits!

T H E A T R E

Ad Mat No. 402—600 Lines—4 Col. x 10<sup>3</sup>/<sub>4</sub>"

MAT No. 402

**CARY GRANT  
DEBORAH KERR  
ROBERT MITCHUM  
JEAN SIMMONS**

**"THE GRASS IS  
GREENER"**

**TECHNICOLOR® TECHNIRAMA®**  
A GRANDON PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

MAT No. 102A

Ad Mat. No. 102A  
28 Lines—1 Col. x 2"

The trouble with house parties is...you never can tell which parties will end up playing house!

<b>CARY GRANT</b>		<b>DEBORAH KERR</b>
<b>ROBERT MITCHUM</b>		<b>JEAN SIMMONS</b>
<b>"THE GRASS IS GREENER"</b> ...PROVES THAT VARIETY IS THE SPICE OF LOVE!		

TECHNICOLOR® TECHNIRAMA®  
Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH and MARGARET WILLIAMS** from their Great London Stage Success / Music and lyrics by **NOEL COWARD** from his musical comedy hit!

MAT No. 203

Ad Mat No. 203—120 Lines—2 Col. x 4"



Ever hear of a  
**A FOUR-SIDED TRIANGLE**  
?

THEATRE

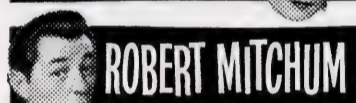
TEASER 2A

Teaser No. 2A—120 Lines—2 Col. x 4"

**CARY GRANT · DEBORAH KERR**  
**ROBERT MITCHUM · JEAN SIMMONS**  
**"THE GRASS IS GREENER"**  
TECHNICOLOR® TECHNIRAMA®



ever see a  
**FOUR-SIDED TRIANGLE?**



**CARY GRANT**  
**DEBORAH KERR**  
**ROBERT MITCHUM**  
**JEAN SIMMONS**  
**"THE GRASS IS GREENER"**


**"THE GRASS IS GREENER"**  
TECHNICOLOR® TECHNIRAMA®

**"THE GRASS IS GREENER"**  
...PROVES THAT VARIETY IS THE SPICE OF LOVE!

**"THE GRASS IS GREENER"**  
TECHNICOLOR® TECHNIRAMA®

ever hear of a  
**FOUR-SIDED TRIANGLE**  
?

**VARIETY IS THE SPICE OF LOVE!!!**

**CARY GRANT** 

believes a man's home is his castle — and that includes the bedroom!

**DEBORAH KERR** 

is tempted by the other side of the marital fence!

**ROBERT MITCHUM** 

is dedicated to love, liberty and the happiness of pursuit!

**JEAN SIMMONS** 

knows that when the cat's away — her "best friend" can play!

**VARIETY IS THE SPICE OF LOVE!**

UTILITY MAT NO. 1

# RADIO - TV - TRAILERS

**FREE  
RADIO  
SPOTS**

Now available to all exhibitors in FREE Transcription form is an unusual group of smart radio-spot announcements that will put a big punch in your advance campaign. Specifically designed to appeal to various segments of the radio audience, these spots are geared for maximum action-response. The spots are 15, 30 and 60-seconds in length and, in all instances, the time mentioned includes adequate opportunity for local playdate information to be given "live" by the station announcer.

Order this FREE radio disc from RADIO DEPARTMENT,  
UNIVERSAL-INTERNATIONAL STUDIOS,  
Universal City, California

## Free - Teaser Trailer - Free

Spearhead your advance selling campaign by using the specially prepared Teaser Trailer far in advance of your regular trailer. It's short, but extremely effective—is in gorgeous color and guaranteed to spark interest and excitement for "THE GRASS IS GREENER". The use of this advance trailer will make the regular trailer doubly effective. It can also serve as a Cross-Plug trailer in situations where this is found adaptable. Created with this double purpose in mind, the only change required is to substitute the Now Playing Theatre copy for the frame that presently reads "Coming Soon". Cross-plugs can do a vital selling job for you and "THE GRASS IS GREENER".

Order BOTH Trailers from your  
NATIONAL SCREEN SERVICE EXCHANGE  
Please Note That the Teaser Trailer is FREE!

## FASHION COMMENTARY FOR RADIO

(Approximately 6 Minutes)

Hello Everybody. Today we have some exciting fashion and beauty news from two of Hollywood's loveliest actresses, Jean Simmons and Deborah Kerr, whom you will be seeing in the Grandon Production "THE GRASS IS GREENER", hilarious new comedy released by Universal-International.

There are so many wonderful clothes displayed in this picture that we really don't know where to start in telling you about them! However, let's start with coats, because to almost every one of us the purchase of a new coat is the most important item of our seasonal wardrobe. A coat is important because it can stand out as a fashion all by itself, or it can create a charming ensemble when worn with a matching dress. For instance, in "THE GRASS IS GREENER" you will see two coats modeled by Jean Simmons, each with its matching dress in the same shade and material. There is a wonderful bright emerald silk cocktail coat that Jean wears over a simple dress cut along princess lines. It has a stand-away notched collar and a dramatic, stiffened bell-shape skirt. With this ensemble Jean carries out the same color theme in hat, bag and shoes. It puts you in a party mood just to see her wearing it—and it wouldn't be too hard to copy, either!

The other coat that we fell in love with is a sunny orange wool daytime coat tossed casually over a dress of the same light-weight wool. Its free-and-easy cut makes it a delightful topper for a basic black sheath, or any other neutral-toned dress. One of the smart accessories that Jean features with this coat is a furled silk umbrella in orange, that gives her a sophisticated, worldly look. The furled umbrella may very well be the latest accessory for completing milady's costume look this coming season.

But leaving coats for a moment, let's look at one of the sensational evening outfits that Jean Simmons wears in "THE GRASS IS GREENER". This is really something to widen your eyes and make you sit forward on your chair, for Jean introduces the Pantaloons Dress as an evening costume. Now we know that trousers have been worn since Marlene Dietrich and Greta Garbo started the trend thirty years ago. Women have worn them morning, noon and night for lounging at home, or active sports wear. Now we are seeing pipe-stem pantaloons worn under a sweeping skirt for the most devastating fashion effect of the season.

The pantaloons dress, as worn by Jean, is made of hand-printed silk taffeta. The top of the dress features a demure neckline and covered shoulders, then the skirt ends in a pouf at the knee and drapes back to the floor behind. From the knees down the pantaloons appear, just like those of an old-time Southern belle, but they taper down at the ankles and match the dancing shoes of the same hand-printed silk. On her shoes Jean wears brilliant buckles that echo the diamond band she wears in her brunette hair. That is the only jewelry you'll see so that nothing detracts from the impact of this latest fashion surprise—pantaloons dresses for evening.

Talking of jewelry we learned that Jean Simmons favors simplicity for dramatic appeal. If you have ever been tempted to load yourself down with just one more piece of jewelry before starting out on a date—don't do it! Jean believes that if you will take one last look in the mirror and remove some item of adornment—you'll look much smarter.

The idea is that wearing a beautifully understated dress whose lines define your figure, you should play it up and not detract from it with too much jewelry. If, for instance the dress has a classic neckline, let it speak for itself. Don't blur its appeal with strings of beads, chokers or pendants. You can point up the most attractive or original feature of your dress however, with one simple pin or brooch. For instance, in one scene of "THE GRASS IS GREENER", Jean wears an afternoon dress of pale blue silk with a princess line. The bustline is emphasized with a bow of the same material and on the bow is placed a clip of turquoise and diamonds which draws the eye to the high waist. Earrings match the clip, but you will see that Jean has omitted all necklaces, bracelets and rings. The effect is one of elegant simplicity. Isn't that the look we are all striving for? I think it is.

But along with lovely clothes we must present pretty faces and attractive hairdos. We can take hints from the movie stars in these departments too. So let's find out what Deborah Kerr does to keep that exquisite English rose complexion in such pristine beauty. It might surprise you to know that Deborah feels that one word is all-important in caring for your complexion. "Discipline," says Deborah, "That's the word." It takes time to insure a good complexion, and Deborah disciplines herself to take this time despite a schedule that would surprise campaigning politicians.

She never retires at night without removing every trace of make-up with a quick-dissolving cream made especially for those who wear movie make-up. Following this step, Miss Kerr washes her face thoroughly in soap and warm water and adds a touch of cream to combat dryness. Apart from keeping her skin sparkling clean, she sometimes wraps a piece of ice in cheese cloth and rubs it over her face to bring the blood to the surface. When the impurities of the skin are washed away in the bloodstream, the skin is tightened, and the pores closed. This is a fine refresher after a day in the hot sun.

Deborah also believes in the old adage of drinking eight glasses of water a day—but she takes some of hers in tea. Most English girls drink countless cups of tea every day—so—maybe this is the secret of their lovely complexions? Perhaps we should try this idea and see what it does for our skins.

The smart sophisticated comedy which saturates the story action in "THE GRASS IS GREENER" is ideally captured in a special set of TV spots which should prove a powerful selling influence to prospective ticket buyers. The entire set is FREE to exhibitors and should be a must in every full-scaled pre-sell campaign on this picture. All on 16mm film, the group includes 60-second and 20-second spots and the time spans include enough footage at the end to allow local playdate information to be given.

Order the set from HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES CO., 445 Park Avenue, New York 22, New York. In ordering, please specify the station or stations on which you plan to use the spots.

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## SUGGESTED LIVE RADIO COPY

### (ONE MINUTE):

ANNOUNCER: . . . Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons in . . . "THE GRASS IS GREENER". The hilarious comedy that proves a four-sided triangle is the spice of love! "THE GRASS IS GREENER" . . . the screen's most broad-minded look at a trusting husband, a wife with unconventional ideas about marriage, a house guest who wants to play around, and the wife's 'best friend' with some playful ideas of her own! "THE GRASS IS GREENER" . . . in color and Technirama-70 . . . proves that the trouble with house parties is that you never can tell which parties will end up playing house! For the comedy-hit-of-the-year, and for an inside look of what goes on on the other side of the fence, be sure to see . . . "THE GRASS IS GREENER", a Grandon Production released by Universal-International Studio. Starring Cary Grant as the trusting husband, Deborah Kerr as the restless wife, Robert Mitchum as the impatient rival, and Jean Simmons as the not-so-innocent bystander! "THE GRASS IS GREENER" starts . . . at . . . and will prove to you that variety is the spice of love! Don't miss . . . "THE GRASS IS GREENER!"

### (30 SECONDS):

ANNOUNCER: . . . "THE GRASS IS GREENER"! . . . the hilarious comedy that proves a four-sided triangle is the spice of love! Starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons, "THE GRASS IS GREENER" is the screen's most broad-minded look at a trusting husband . . . a restless wife . . . and some playful house guests who also prove that variety is the spice of love! In color and Technirama-70, "THE GRASS IS GREENER", a Grandon Production released by Universal-International starts . . . at . . . For the comedy-hit-of-the-year, and for an inside look of what goes on on the other side of the fence, be sure to see . . . "THE GRASS IS GREENER!"

### (15 SECONDS):

ANNOUNCER: For the comedy-hit-of-the-year, and for an inside look of what goes on on the other side of the fence, be sure to see . . . "THE GRASS IS GREENER"! Starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons, "THE GRASS IS GREENER" in color and Technirama-70 starts . . . at . . .

Lipstick magic has always been a potent feminine wile and girls like Deborah Kerr and Jean Simmons learned to wield it with a cunning hand. In fact, a steady hand is a basic necessity when you apply lipstick if you do it the movie-star way—with a brush. First you outline your lips in a slightly darker color, and then fill in with a lighter shade. This gives the mouth a chiselled, unblurred look that stays fresh-looking all day. For colors many of the stars like to match their lipstick shade to their dress, while others mix an exotic shade by the blending of two or more colors and this is a shade always identified with them—rather like having your own special perfume blended for you.

Deborah and Jean both warn that purplish lipsticks should only be worn with sparkling white teeth for a flattering effect. Powdering your lips before outlining them is a good tip to follow, it makes your color last longer, and if you apply a trace of cream on your lower lip it will add a sultry reflection that might intrigue you.

With your face all made up, you now will think what about my hair. If you are looking for new styles, there are some beauties in "THE GRASS IS GREENER" as worn by Jean Simmons.

We all want to look romantic in the evening, don't we? But we ought to plan way ahead for that special occasion, be it birthday or anniversary, so that we know just how our hair will look when the important night arrives. It's a good idea, then, to try out your new hair style first, to give it a rehearsal, before it makes its public bow. So, if you are mulling over ideas for a new, yet adaptable coiffure or a special date, take a look at one worn by Jean Simmons in "THE GRASS IS GREENER".

At first glance you will see how Jean's dark hair is swept back from her brow with an upward lift. The back is pinned close to the head in a classic line. Jean wears a band of brilliants which fits snugly over the front hair line and then lifts towards the back in a very new look, quite different from the ordinary headband. To achieve this look, Jean's hair was set all over in giant rollers then all the curl was combed out until just the lift remained. Variations on this hair style are easy to achieve, and the effect is spectacular. For glittering, glamorous evenings—and for compliments you'll remember, try Jean Simmons new hair style for yourself.

# Beauty and Fashion Provide Strong Appeal To Women in "The Grass Is Greener"

## HOW DEBORAH KERR KEEPS THAT "ENGLISH ROSE" LOOK

The English girl's complexion is one that has been admired since Shakespeare's day when maidens rose at dawn to bathe their faces in dew. "Like an English Rose" is the phrase most often used to describe the fine texture and delicate blush of color seen on a perfect skin. Of all the English women in public life, Deborah Kerr is most often singled out for compliments on her beautiful complexion and you can see her in the Grandon Production "The Grass Is Greener" co-starred with Cary Grant, Robert Mitchum and Jean Simmons.

How does this actress keep her skin looking so lovely? Deborah spends much time on harsh, windy locations while movie-making in California and Europe. Sun, wind, and glaring lights take a toll of skin beauty, but somehow Deborah has managed to keep her loveliness intact. It takes time to insure a good complexion and Deborah disciplines herself to take this time.

"Absolute cleanliness of the pores is a necessity," she believes, telling how she always removes every trace of movie make-up each night with a quick-dissolving cream made especially for this purpose. Following her skin creaming, Miss Kerr washes her face thoroughly in soap and warm water then adds another touch of cream to combat dryness.



No. 1902-EX1

Apart from sparkling cleanliness, Miss Kerr attends to the circulation so that impurities may be carried away from the skin by the blood. Wrapping a piece of ice in a cheese cloth she often massages her face to bring the blood to the surface, at the same time the skin is tightened and the pores closed. This is a fine refresher after hours in the hot sun.

## Should A Lady Make Up In Public?

### Deborah Kerr Has Some Ideas On The Subject

For years etiquette experts have told us that a lady never, never makes up her face in public. Beauty rites have been banished to the boudoir along with haircombing and girdle-tugging for anyone who aspires to having good manners. But now comes a new line of thought. A recent survey shows that far from objecting, a young man is quite intrigued at the sight of his girl friend pulling out her compact at the restaurant table and flipping a powder puff over the tip of her nose. The boys don't object at all!

Deborah Kerr, starring in the Grandon Production "The Grass Is Greener," demonstrates in this picture how a lady may repair her makeup in public, with Robert Mitchum as an interested spectator. As she toys with her powder box, Deborah could be taking the opportunity to flirt with Robert. While patting a puff over her cheeks she can keep him in suspense for a moment as she considers her answer to a suggestion he has just made. In other words, the pretty prop in her hand gives a girl a moment for reflection, without seeming to do so. There are more uses for a compact than for powdering a face.

There is, for instance, the mirror.

## NEW IDEAS IN MOUTH BEAUTY

### Follow These Suggestions From Jean Simmons



No. 1902-16AD

This gives a girl a chance not only to check up on her appearance but to take a surreptitious look at the fellow at the next table if she feels so inclined. As an aid for flirting, the powder compact has taken the place of the lace fan of olden times.

While girls like Deborah Kerr use their compact in public, they frown wholeheartedly on the idea of a complete make up job being done at the restaurant table. That would be unthinkable. Mascara application and hair-combing still belong behind closed doors.

Lipstick magic has always been a potent feminine weapon to capture the males. Despite the fact that one occasionally sees young girls with deliberately effaced lip-lines, most women realize the importance of shapely, colorful lips and spend much time and thought on choosing just the right shade of becoming lipstick.

Jean Simmons, currently starring in Grandon Production's "The Grass Is Greener" with Cary Grant, Deborah Kerr and Robert Mitchum, is an exponent of lovely lips.

"I learned a lot about applying lipstick from the make-up men on my pictures," Jean said. "I noticed, early in my career, how they always outlined the mouth with a brush and then filled in with color when they had achieved the balanced curve of both upper and lower lips."

Jean believes in varying the color of her lipstick to suit the changing seasons and the changing colors of her dresses. With autumn she wears bronzed shades, and with the clear, light colors of Spring and Summer, she wears coral and pastel pinks.

Never wear purple-toned lipsticks, she warns, unless your teeth are sparkling white, otherwise they will appear yellowish.

Another trick that actresses often use is to outline the lips with a dark shade and then fill in with a lighter one. This is very effective for evening wear and if you have a naturally beautiful mouth. If you have lips whose shape you'd like to change—for instance if you think your upper lip is too small compared with the lower one extend the lip line with your brush, and make it the same size as the other.

Powdering the lips before outlining them is a good tip, if you plan to make a fuller outline. Also, if you powder them lightly after the first application of lipstick, and then apply a second coat your color will last hours longer. A final touch of cream on the lower lip adds a highlight that is especially good for photographic purposes.

## JEAN SIMMONS MODELS THE PANTALON DRESS



No. 1902-EX-2

Trousers have been worn by American women for thirty years ever since they were introduced by Marlene Dietrich (who wore tails and a top hat) and Greta Garbo who sported white duck slacks with bell bottoms. We've worn them morning, noon and for a home lounging. Now we are going to wear them for formal evening occasions. The type that Jean Simmons displays in Grandon Production's "The Grass Is Greener" would not be out of place at a staid reception for a foreign potentate.

Pipe-stem pantaloons assume a breath-taking pose when worn under a graceful back-swept skirt. Jean Simmons introduces this innovation for formal evening wear in hand-printed silk taffeta. The pantaloons appear from the knee down under a pout-front skirt that drapes back to the floor. Her matching dancing shoes are of the same printed taffeta, their brilliant buckles reflecting the glittering band around her head. Note the demure neckline and covered shoulders. Nothing detracts from the sheer drama of fashion's latest surprise—pantaloons for evening.

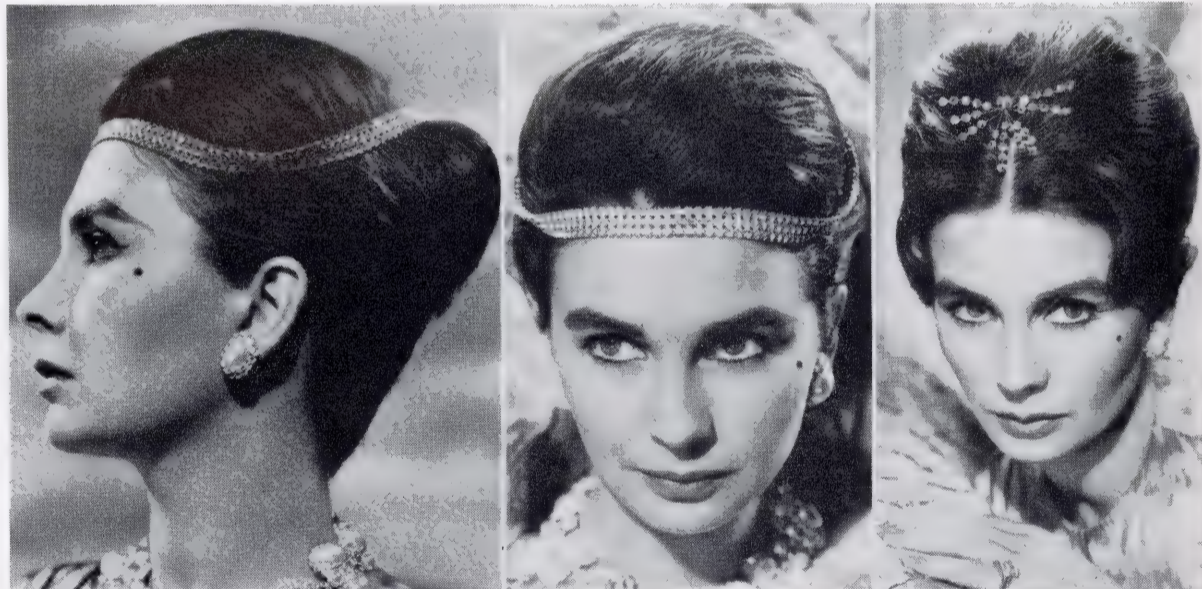
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No. 1902-EX10

## NEW HAIR STYLES WORN BY JEAN SIMMONS



No. 1902-123

Here is the side-view of a beautiful hairstyle worn with evening dress, by Jean Simmons. The hair is set all over with large rollers to give a soft lift to the crown and sides. The back is pinned closely to the head and the crown and sides are swept over the top in a modified Grecian look. A band of brilliants is draped over the forehead and lifted slightly to rest on the top back hair. Pearl and diamond earrings and necklace contrast with the severe purity of this very new hairstyle.

This front-view of Jean's formal hairdo shows how the hair is swept back and upwards with never a curl in sight to spoil the classic line. Note how the simple band of brilliants fits snugly over the front hair-line and then lifts towards the back. This is much newer than the usual way of wearing a head band.

With your hair set in the same manner as the first two pictures, you can vary the style for your next evening's wear by making a short centre part and by combing the side hair forward and by fluffing up the crown by back-combing it. Placing a jeweled pin in the parting gives the whole coiffure a completely different look.

To look romantic in the evening is the wish of every woman whether business girl or housewife. And for an important date, say a wedding anniversary or a New Year's party, most of us plan a visit to the hairdresser with a request for a new hair style to wear for the grand occasion.

It would be better if we knew ahead of time how a new style would look before we decide to copy a magazine clipping of a new "beehive" or demand that our stylist transform us into a facsimile of our favorite star. If you are thinking of a new, adaptable coiffure for evening, look closely at the two enchanting styles worn by Jean Simmons in her new Universal-International release, "The Grass Is Greener," a Grandon Production. While we recommend that you ask your hairdresser to reproduce these styles for you, you may be able to create them yourself if you have a way with comb and curlers.

## THE LANGUAGE OF BEAUTIFUL EYES



No. 1902-EX4

It has been said that the eyes can speak in any language, even if the lips can speak in only one. This is very true when it comes to revealing emotion, as all the great actresses will tell you. Most of them rely on their eyes to hold and magnetize their audiences. Every one of them takes the greatest care of the health of her eyes, and uses make-up to enhance their beauty.

A charmingly sophisticated Jean Simmons stars in "The Grass Is Greener," a Grandon Production with Cary Grant, Deborah Kerr and Robert Mitchum. Her eyes wear a new, exotic look that many women will want to copy.

According to Jean the trend is away from the heavily-crayoned eye line. True, the fashionable woman still extends the corner with an upward sweep of a sharp pencil, and the lower lid is still emphasized, but it is done with a fine, etched line that takes away the "stagey" look of past seasons.

Jean believes in the use of eye shadow, but she puts it on with a light touch. She has a whole wardrobe of eye shadow shades which she mixes herself to blend with

her various ensembles. For very gala occasions she dusts her lids lightly with gold or silver over a basic shadow but this is strictly a night-time trick and does not look well with informal clothes.

For those times when she plans to attend evening parties after a hard day's shooting schedule, Jean has a way of reviving her eyes from the effects of harsh lights. First of all she lies down for ten minutes and relaxes with cotton pads on her eye-lids. These have been soaked and wrung out in witch hazel. She keeps a bowl of them handy to replace as they dry out, and with soft music to help her relax she rests in a darkened room.

With her eyes refreshed, Jean is ready to apply her basic make-up and her eye beautifiers, which include eyebrow pencil, mascara, eye-shadow and liner. She applies her eyebrow pencil in short strokes lengthening her brows just a trifle. Her mascara is put on twice, first one coat, then a brushing of powder, then a second coat. A touch of oil to each eye-lid gives a luminous quality that will last all evening.

# Coats For Daytime and Evening

Worn by Jean Simmons



No. 1902-EX5

This bright emerald-green silk cocktail coat is worn over a matching dress cut on princess lines. The coat has a stand-away, notched collar and three-quarter sleeves. Note the stiffened, bell-shape of the skirt that veers from the strict princess line. Hat, shoes and handbag are of emerald silk.

Sunny orange wool moulds this chic daytime coat worn over a dress of the same wool. Free-and-easy in cut it can be tossed over a basic black sheath or any other neutral-toned dress. The accessories are a furled silk umbrella, straw hat and shoes, all in orange. The necklace and earrings are centered with orange stones.

To almost all women her purchase of a new coat is the highlight of the shopping expedition. A coat certainly fulfills the function of keeping her warm, but she knows that it is important for two reasons—it can stand out as a fashion by itself, hiding whatever she chooses to wear under it, or it can create a lovely ensemble when worn with a matching dress.

Taking a tip from the film wardrobe of Jean Simmons, starring in "The Grass Is Greener," a Grandon Production released by Universal-International, the fashion-wise woman on a limited budget decides that two elegant coats will carry her through every social occasion. She needs one for daytime, and one for evening.

The two coats modeled by Miss Simmons are each part of a complete costume. Each has its own matching dress in the same shade and material. But they may be worn over a variety of other dresses, and with other accessories due to their simple, classic lines.

## Jewelry As A Costume Accent

Jean Simmons Favors Simplicity For Dramatic Appeal

Have you ever been tempted to load yourself down with one more piece of jewelry when dressing for a date? Stop, look—and don't do it. That's the advice of Jean Simmons, the stunningly smart young star of the Grandon Production, "The Grass Is Greener." Jean feels that if a girl will take one last look in the mirror before she leaves, and if she removes one piece of jewelry, she'll add to her attractiveness rather than diminish it.

When wearing a beautifully understated dress whose lines do the most for your figure, you should play it up and not detract from it with too much jewelry. If, for instance, the dress has a classic neckline, let it speak for itself. Don't blur its appeal with strings of beads, chokers or a pendant. Just leave it the way it was created, as a foil for a sun-tanned neck or gleaming smooth shoulders.

Another rule which Jean follows is the pointing up of the most attractive feature of the dress with a simple pin or brooch. If there is particular interest in the skirt you could put a jeweled pin or scarf at the waist. Or if the sleeves are unusual—cufflinks.

As an example of what she meant, Jean modeled one of the dresses she wears in "The Grass Is Greener," new Universal-International release. This is an afternoon dress of pale blue silk with a princess silhouette. The bustline is accented with a bow of the same material and Jean has placed a clip of turquoise and diamonds in the bow to emphasize the line of the high waist. Earrings match the clip. There are no necklaces, bracelets, rings or wrist watch to detract from the effective unit of exquisite simplicity.



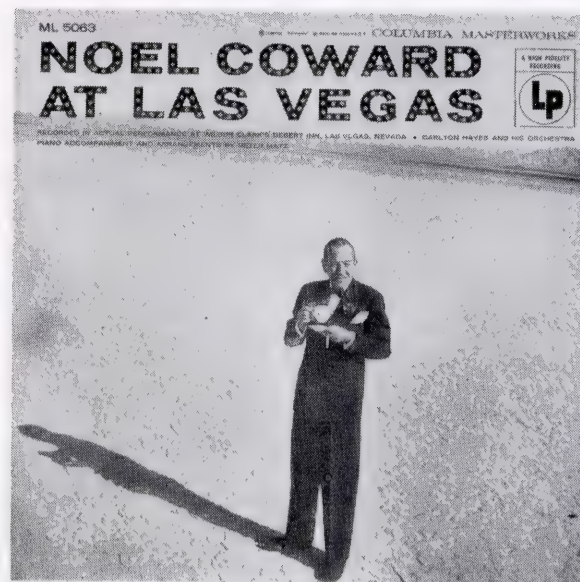
No. 1902-EX6

# Noel Coward Musical Theme Adds Spirit to "THE GRASS IS GREENER"

The Columbia Masterworks Album (ML 5063), the cover of which is reproduced here, features Noel Coward singing some of the tunes used in the musical background theme of "THE GRASS IS GREENER". Included are "I'll Follow My Secret Heart", "Dance Little Lady", "Mad Dogs and Englishmen" and "Poor Little Rich Girl".

The musical genius of Coward blends perfectly with the spirit of the story told in "THE GRASS IS GREENER", lending smart sophistication to this modern theme of marital relations.

Sell your disc jockeys on spinning the Noel Coward at Las Vegas or Noel Coward in New York (ML 5163) albums with an announcement mentioning "THE GRASS IS GREENER".



## Famous Noel Coward Songs Form Musical Background

The following Noel Coward songs, all published by Chappell, are included in the musical theme of "THE GRASS IS GREENER":

THE GRASS IS GREENER

(new theme tune)

THE STately HOMES OF ENGLAND • SIGH NO MORE  
I'LL FOLLOW MY SECRET HEART • MAD ABOUT THE BOY  
DANCE LITTLE LADY • POOR LITTLE RICH GIRL  
MAD DOGS AND ENGLISHMEN



For further information contact:

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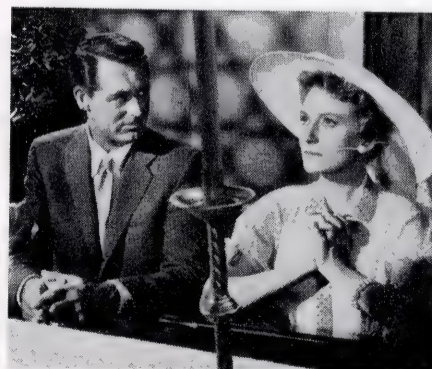
## CARY GRANT IDENTIFICATION CONTEST SELLS "GRASS IS GREENER"



No. 1902-EX7



No. 1889-44



No. 1902-EX9



No. 1902-EX8

Based on the tremendous popularity of Cary Grant and, as a circulation builder, request your local newspaper editor to run a movie identification contest in which readers are asked to name the title of the Cary Grant starring film and identify the stars pictured with him. The opening announcement should include a scene still from "THE GRASS IS GREENER". Give cash prizes and theatre guest tickets to winners.

Answers: No. 7 "Indiscreet"

No. 44 "Operation Petticoat"

No. 8 "An Affair To Remember"

No. 9 "North By Northwest"

Ingrid Bergman

Joan O'Brien

Deborah Kerr

Eva Marie Saint

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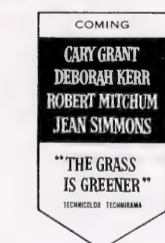


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Bertlyn Corporation  
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### BEN HUR, INC.

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## STERN'S IN NEW YORK SPONSORS GRASS IS GREENER CONTEST

*Adapt this to your City!*

Stern's Department Store in New York has developed an interesting promotion on "The Grass Is Greener."

The theme of the promotion will be "Follow the Sun" and will be tied in with Stern's resort wear fashions. It involves a contest built around the map of the Caribbean where "the grass is greener" with entrants being asked to guess on which island of the Caribbean the most grass will grow between the date the contest gets underway, Sunday, November 27th and December 10th. Prizes will be cruises to the Caribbean and guest tickets to the Astor.

Stern's is backing the contest and the promotion with full page newspaper advertisements in the New York Daily News, New York World-Telegram and the New York Times. Window displays, in-store displays and direct mail are also being used by Stern's.

*Free! Free!*

# GRASS IS GREENER TREASURE TREES



Now available is a colorful die-cut miniature money tree (note illustration) which is available to you *FREE* in limited quantities. The front of the GRASS IS GREENER treasure tree depicts heads and caricature bodies of the four stars. Full picture credits are imprinted on the back; a space is provided for theatre imprint. You will also note that the treasure trees are *INDIVIDUALLY NUMBERED*.

These GRASS IS GREENER die-cut trees serve a multiple purpose. You may utilize them as interesting *CONTEST* possibilities in cooperation with local press, radio, tv and/or department store promotions. Another way to make use of these treasure trees is to have a bevy of glamorous models distribute them on or around busy thoroughfares as an evidence of play-date "teaser" street ballyhoo, drawing attention to the fact that lucky numbers are posted in lobby of your theatre.

In connection with the above suggestion, inventive exhibitors may supplement the lucky number die-cut trees with a home-made, giant sized replica of the GRASS IS GREENER treasure tree as an attractive lobby and/or dep't store display, whereby the lucky numbers appearing on the miniatures may be matched with those appearing on your home-made giant replica treasure tree on display in lobby (or department store) awarding guest tickets and/or locally promoted prizes. (This is a suggested innovation of the usual "lucky number board" displayed in connection with such a stunt!)

So that you may follow-through on the home-made lobby display suggestion, Universal Pictures Company will make the necessary headshots you will require for blow-ups available to you upon request.

Please order these stills by numbers, as follows:

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1902-16AD

1902-19AD

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CAMPAIGN, ALL ON ONE MAT

The trouble with house parties is  
... you never can tell which parties  
will end up playing house!



**CARY GRANT** ...the trusting husband!  
**DEBORAH KERR** ...the restless wife!  
**ROBERT MITCHUM** ...the impatient rival!  
**JEAN SIMMONS** ...the "innocent" bystander?

**"THE GRASS IS GREENER"**  
...PROVES THAT VARIETY IS THE SPICE OF LOVE!

TECHNICOLOR® TECHNIRAMA®

Produced and Directed by **STANLEY DONEN** / Screenplay by **HUGH and MARGARET WILLIAMS** from their Great London Stage Success / Music and lyrics by **NOEL COWARD** from his musical comedy hits!  
A GRANDON PRODUCTION - A UNIVERSAL INTERNATIONAL RELEASE

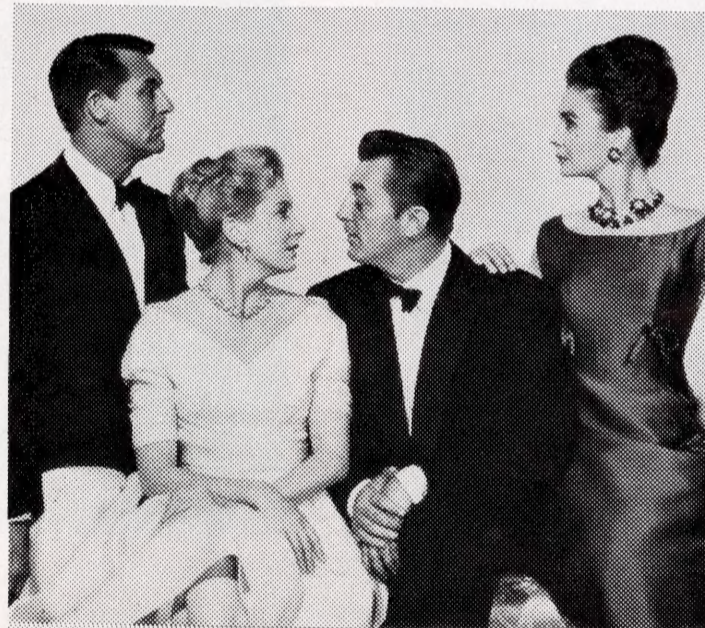
THEATRE

MAT No. 204

Ad Mat No. 204 • 2 Col. x 6½" - 182 Lines



"THE GRASS IS GREENER" (1-D)



"THE GRASS IS GREENER" (2-B)



A GRANDON PRODUCTION - A UNIVERSAL INTERNATIONAL RELEASE

MAT No. 101

Ad Mat No. 101  
1 Col. x 1" - 14 Lines



A GRANDON PRODUCTION - A UNIVERSAL INTERNATIONAL RELEASE

MAT No. 202

Ad Mat No. 202 • 2 Col. x 2 - 56 Lines

Ad Mat No. 201 • 2 Col. x 1" - 28 Lines

SPECIAL MAT NO. 1

ORDER BY NAME AND NUMBER  
FROM NATIONAL SCREEN SERVICE

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE!

# POSTERS



24 SHEET



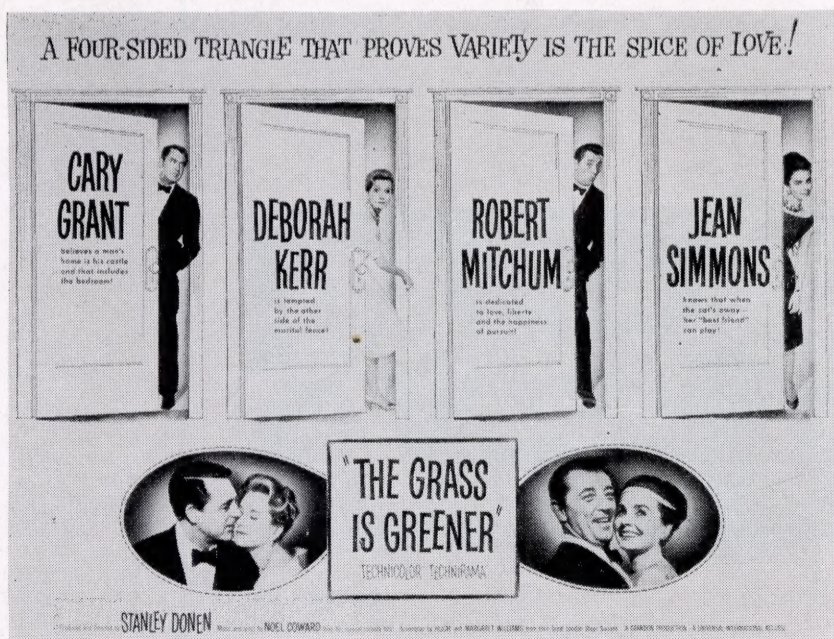
ONE SHEET



SIX SHEET



THREE SHEET



22 x 28



14 x 36



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